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Advertising Age

50 YEARS 1930-1980

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Coty's new scents of 'discovery'

To know a woman is to never stop discovering her, says actress Sophia Loren, who feels the same about perfume, especially her own. Sophia by Coty will debut this fall in a commercial created by Martin Landey, Geers Gross. Voiceover concludes, "Like the woman who inspired it. . . . always magnificent."

Wary revival of product ads

Gas wars tilt to high grade

By JOSH LEVINE

NEW YORK—Gasoline product advertising, considered as dead as the dinosaurs decomposed into fossil fuel, is returning in guilty spasms as gas marketers flood the country with higher-octane unleaded product.

Gulf Oil Co., rolling out a new brand, will be joined by Exxon Co. USA in September, Atlantic Richfield Co. later this year, and possibly Texaco, as most major oil marketers jostle to establish a position in the growing market for higher grade unleaded gas.

The impending activity in a segment that now occupies less than 1% of the total market has already provoked a bristling response from Amoco (Standard Oil Co., Indiana), the leader in unleaded premium, while Mobil Corp. and Shell Oil Co. which also have high-octane entries, are looking on warily.

The product itself comes at a good moment. Refiners are saddled with so much excess capacity that "you could walk from Houston to Arabia on the decks of full tankers," as one oil exec described it. A 7% decline in gas consumption left stocks of 262,200,000 gals. the first week of August, compared with 233,000,000 in the same week last year. Consequently, refineries are idling along at 70% of capacity.

That leaves both the room and the impetus to furnish the extra crude needed in the production of higher grade unleaded gas. At the same time, the nation's stock of octane-starved, "unleaded only" cars is growing, and the noise of knocks and pings from engines needing an octane fix is growing louder.

But the promotion of the product is making oil company advertising execs wince. Despite the sizable gas glut, product advertising that could be construed as a spur to consumption runs the risk of public and governmental finger-wagging.

"There's going to be increased gas advertising, but of a very temporary duration," said Jim Gordon, advertising manager, Gulf Oil Co. "The system is so backed up right now, something has to be done to stimulate it, but we're certainly not going to try to destroy the conservation ethic—that's here to stay. As long as we don't suggest leisurely Sunday drives through

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Vitt loses 'pirate' case

By LOUIS A. FANELLI

NEW YORK—A state supreme court jury here has acquitted four former executives of Vitt Media International on charges of conspiring to pirate away accounts from the time buying service.

Vitt's suit charged that the four defendants, Harvey (Mike) LaTerre, ex-Vitt senior vp, and three other execs—Caroline Fraser, Sheri Millman and Leonore Yoss—conspired to leave Vitt with a number of the accounts they planned to service through a new media buying service.

While minutes of the trial were unavailable, the jury voted unanimously to acquit the defendants after a 12-day trial. Vitt had asked the jury to award it $518,000 in damages.

• The suit was filed in late December, 1977, a few weeks after Mr. LaTerre resigned from the company. Vitt alleged that he had "stolen VMI employes to staff a competing business, pirated and/or solicited VMI clients to shift their business from VMI" to his new company, Advertising Media Services, and "misused and misappropriated VMI's confidential, proprietary information, know-how and trade secrets."

VMI president Sam Vitt was unavailable for comment, but a company exec said the verdict would be appealed. When asked what he thought of Vitt's chances of winning an appeal, Jessel Rothman, attorney for Mr. LaTerre, said, "they have a zillion to one chance."

Another Vitt contention in the case revolved around Mr.

(Continued on Page 57)

Bergin's job: Coke consistency

By NANCY GIGES

NEW YORK—John Bergin, the new worldwide boss of the Coca-Cola account at McCann-Erickson, will be aiming for a "consistency of purpose" in directing the soft drink business at the agency, Interpublic's chairman maintains.

As Philip Geier sees it, Mr. Bergin will give Coca-Cola the "one-sight, one-sound" image around the world that the brand needs.

Mr. Bergin's over-all mandate is to bring leadership to the worldwide operations, but he also indicated that his first priority is to make sure that Coca-Cola advertising in this country is in good order. The new Coca-Cola management in Atlanta also has cited the U.S. business as getting immediate attention to improve soft drink profitability in this country.

"I hope that part of my job is to get around and see how the different Coke campaigns are going in different countries, which ones are working and which ones aren't. But I'm more at home in the U.S. I consider this new job the chance of a lifetime, to devote myself with all my heart to unseat Pepsi as the Nielsen leader. Right now I don't know if Coke is making that a No. 1 priority for me."

• The long-rumored move of Mr. Bergin to McCann to become the first worldwide head of the Coca-Cola business took place last week just after the Atlanta-based soft drink marketer made a number of organizational changes itself (AA, Aug. 11).

Mr. Bergin had been vice-chairman and director of creative services at SSC&B. Succeeding him as top creative exec there is

(Continued on Page 62)

JOHN BERGIN: "Comforting to encounter a message that is consistent."

Execs call for risk-taking

CHICAGO—Marketing success in the '80s will hinge on trying some unconventional approaches, relying on intuition and having the guts to take some risks, a gathering of marketing executives was told Sunday.

At the opening sessions of the fifth annual ADVERTISING AGE Week conference here, attendees from around the world heard a message of accelerating change from two top advertising execs.

Both William Morris, president of Life Savers Inc., and Doyle Dane Bernbach group senior vp Robert Rees sounded the call for new and more creative ways of meeting the looming challenges.

Conventional wisdom, which advocates close study of demographics, a search for the "average" consumer and "retabbing the latest research report to gain another insight into what happened" is not for the astute marketer in the '80s, according to Mr. Morris.

Addressing the opening session of AD AGE Week, Mr. Morris asserted that the dizzying rate of change that lies ahead demands some "unconventional wisdom." In developing marketing plans, it's not enough to understand what happened. "Go beyond to understand why," he urged the audience assembled for the Marketing Management Workshop portion of AD AGE Week.

(Continued on Page 57)

NEWSPAPER

Cable guides

AA MAR81
DC2001ACONGLI HAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

last minute news

Tropicana account moves to MCA Advertising

BRADENTON, FLA.—Beatrice Foods' Tropicana Products has assigned its estimated $7,000,000 citrus juice account to MCA Advertising, New York. The account left SSC&B when that shop became part of the Interpublic Group, whose Marschalk subsidiary handles rival Minute Maid.

Finn moves to B&J/Southwest from Henderson

DALLAS—Peter Finn, president of Henderson Advertising, Greenville, S.C., takes over as president of Bozell & Jacobs/Southwest Aug. 25. He succeeds Lanier Temarlin, now chairman of Bozell & Jacobs Inc. No successor yet at Henderson.

Quaker to test Ken-L Ration Crunch

CHICAGO—Quaker Oats Co. will soon move Ken-L Ration Crunch (AA, March 17), a low-price dry dog food, into test in the Grand Rapids-Kalamazoo market and possibly other areas. JWT handles.

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highlights

Monday, Aug. 18, 1980

Car dealer groups are setting up to support the fall new car introductions. *See Page 4.*

Manoff Geers Gross and Martin Landey. Geers Gross are being combined. The agency henceforth will operate as Geers Gross. *See Page 4.*

Norman, Craig & Kummel is looking to acquire another agency, but no deal has yet been made. *See Page 6.*

Chrysler has started its strike at Cadillac and Lincoln owners in its push for new Imperials. *See Page 6.*

National Advertising Division reviewed 10 challenges to national advertising last month. *See Page 10.*

Frito's Grandma's gets in shape, and gives its snack bars a final national push. *See Page 12.*

Campbell serves Prego spaghetti sauce to 25% of the country. *See Page 20.*

FDA orders Richardson-Merrell to withdraw Denquel sensitive teeth toothpaste from test market. *See Page 32.*

How much time and effort do you put into hiring creative talent for your agency? As much as you put into preparing a campaign? Karl H. Steinbrenner provides some guidelines for hiring creative talent. *See Page 33.*

Perhaps you've asked the eternal question, "Should I work for an agency or a company?" Tom Schwarz looks at both sides to show how each can shape a career. *See Page 36.*

As the media becomes fragmented, advertisers now have the opportunity to single out and speak only to their best prospects. So how do you take advantage of this opportunity? Madeline Nagel provides some answers to structuring ad spending. *See Page 38.*

Who had the best promotion campaigns of the year? William A. Robinson announces the 1979 winners in the first of a two-part series that looks at his selections. *See Page 40.*

Advertising Age analyzes June vs. May Nielsens for update on tv news battles in New York, Los Angeles and Chicago. *See Page 44.*

MPA's pirating of *New York's* Connie Kazanas has publisher riled. *See Page 55.*

Lever Bros.' Dimensions shampoo follows rival Colgate-Palmolive into the test market. *See Page 55.*

Toro will consolidate its business at one of its two agencies—Ogilvy & Mather, Chicago, or Campbell-Mithun, Minneapolis. *See Page 60.*

World Wide Agency's use of fictitious names in recruitment advertising has evoked a torrent of criticism from other executive recruiting companies. *See Page 60.*

Madison, Wis., and Knoxville, Tenn., will be the proving grounds beginning in October for a USDA paid ad campaign that promotes healthy snacks to schoolchildren and parents. *See Page 61.*

The FTC attacked the Treasury's Savings Bonds campaign in a letter that suggests ads oversold the product. *See Page 61.*

Section 2

Advertising Age measures the pulse of marketing in the Arab world by investigating its media, from assassin-plagued pan-Arab press in Paris and London to the vibrant pan-Gulf media, by looking into successful marketing efforts from Kuwait to the "open doors" of Cairo and discussing the clash between western progressivism and Islamic fundamentalism in Section 2/Arab World, beginning opposite Page 32.

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Fierce battle for local news viewers

By MAURINE CHRISTOPHER

NEW YORK—Nothing in tv is more hotly contested than the local news turf in major markets.

On-air personnel changes are frequent; for the luckier ones a job move can be reflected almost immediately in the ratings. Just a one point rating shift in the right direction can mean an additional $1,000,000 in annual billings for an affiliate in New York, Los Angeles and Chicago.

In the No. 1 tv market the reporters, sportscasters and backup anchors turn over often enough to make if difficult to remember who's where, though some of the star anchors have enjoyed long runs here.

• For an update on how the network affiliates and independents were faring in the intensified competition for news viewers, ADVERTISING AGE has prepared a three-city analysis of the Nielsen data for June and May. The data for New York, Chicago and Los Angeles were compiled by a broadcast researcher from the weekly reports from the metered sample. These were the only reports available at the time the analysis got under way. (July data later was checked for an update but not included in the tables.)

Once the figures for all the local newscasts were pulled out, tables were prepared to pinpoint the top five ratings and share leaders for June vs. May.

The most striking change came in New York at 11 p.m. where there was a five point rating swing and a nine point share swing from WABC-TV to WCBS-TV. Or put another way, Channel 2's late news, anchored by Roland Smith and Michele Marsh, gained enough ground over their late night WABC-TV counterparts, Ernie Anastos and Rose Ann Scamardella, to move into first place in ratings and share. But it was Warner Wolf, a sportscaster who jumped ship at WABC-TV to join WCBS-TV for more money and better treatment from the brass to whom much of the credit apparently was due.

Said to be making $300,000 to $400,000 at WCBS-TV, Mr. Wolf, whose appearances on the 6 p.m. and 11 p.m. news are peppered with "Let's go to the videotape" frequently second-guesses sports performers and coaches. He joined the Big Eye after going to court and making headlines to get free of WABC-TV entanglements. His last WABC-TV outing was on May 23, but he was not free to appear on WCBS-TV until June 10.

• Vince Manze, director of communications, WCBS-TV, gave Mr. Wolf a large share of the credit for WCBS-TV's improved June numbers—even before he got there. Mr. Manze pointed out that the publicity about the legal battles certainly called attention to the Channel 2 news. Full-page newspaper ads welcoming him to his new home must have helped too.

Despite Mr. Wolf's slot on the 6 p.m. to 7 p.m. news, the June Nielsens showed no ratings gains there over the time period winner, WABC-TV's "Eyewitness News" with Bill Beutel and Roger Grimsby at the controls.

Speaking for WABC-TV, Mike Hodak, research director, said the May, June and July measurements show that viewers left WABC-TV to sample the competition after Mr. Wolf switched stations, but they then made a choice and came back. He noted that his analysis of the second quarter hour in the late news, where sports is scheduled, indicates that Mr. Wolf has not evidenced the "holding power" to keep the viewers who tuned in the first quarter hour.

The July report as analyzed by AA's researcher shows WCBS-TV and WABC-TV neck and neck with an eight rating at 6 p.m. WNBC-TV scored a six. At 11 p.m. WABC-TV led with an 11 rating, followed by WCBS-TV with 10 and WNBC-TV with nine. (These averages excluded the abnormal Republican convention week.)

The best news ratings for indies in this June study were a seven for WNEW-TV's "10 O'Clock News" and a six for WPIX' "7:30 Action News." Both were up over their May sweeps levels.

• In Los Angeles for the months under scrutiny, nothing as dramatic as a court battle over talent contract took place, but in September KABC-TV will move up its first newscast of the day from 5 p.m. to 4 p.m. At 3:30 p.m., "World of People," one of the news magazines set to debut in this market, will be scheduled as its lead-in.

Already Los Angeles viewers get a heavy dose of local news. They can watch it starting at 4:30 p.m. on KNXT, the CBS station, which took that time period in June with a nine rating and a 28 share with Connie Chung at the helm. She gave up a network correspondent slot some years ago to move West for anchoring.

Her lead-in did not hold. From 5 p.m. to 6 p.m. KNBC pulled even with KNXT, both of them holding to May levels with an eight rating. "Eyewitness News," which had the lead in May was off the pace and placed third at a seven rating.

From 6 p.m. to 7 p.m. KNBC and KABC-TV's newscasts tied with a nine. That KNXT news hour, presided over by a variety of anchors, including Ms. Chung and Brent Musburger, off a point from May, placed third.

"Eyewitness News" on KABC-TV held the late news leadership in June, even though it was down slightly from May. The other two network owned stations were right behind, a point back and tied with an eight rating.

The biggest indie numbers in this program category in Los Angeles in June were registered by KTTV's "Metro News," which drew a four rating and an eight share at 10:30 p.m. and KHJ-TV's "10 O'Clock News," in with a four rating and a seven share.

The June leader in this city—KNXT's 4:30 p.m. program—fell off enough in July to drop it into fifth place in the rankings at a seven rating. KABC-TV's various editions of "Eyewitness News" captured the first three positions, leading off the list with a 10 for the 11 p.m. report.

Late news would seem to be a particularly choice slotting for advertisers in Chicago. June ratings and shares for this category in Chicago for the three network stations combined were 53% ahead of New York and 96% ahead of Los Angeles, AA's broadcast researcher pointed out.

The three network stations in total in Chicago scored a 49 rating to 32 in New York and 25 in Los Angeles.

The June-May tables for Chicago did not turn up much of an audience flow, but they did spotlight WBBM-TV's "10 O'Clock News" as the outstanding newscast performer in shares and ratings in these three cities. In June it scored a 20 rating and a 32 share, well beyond the levels of the news leaders in New York and Los Angeles.

In second place in news ratings in Chicago, without much change from May to June, was WLS-TV's "Eyewitness News Update," at 16 for June. Gains were scored by the 6 p.m. to 7 p.m. "Eyewitness News" and by independent WGN-TV's 9 p.m. news. WGN-TV climbed from a five rating and seven share to a six rating and a nine share.

No major anchors were being shifted. Well known faces like Bill Kurtis at WBBM-TV, Fahey Flynn at WLS-TV and Jim Ruddle at WMAQ-TV continue in their usual slots.

A tug of war erupted in July over who would sign up the PBS-popularized newspaper critics, Gene Siskel and Roger Ebert of the *Tribune* and *Sun-Times*, respectively Mr. Siskel had been doing reviews for WBBM-TV, but almost was lured away by WLS-TV, WBBM-TV paid him enough to keep him. WMAQ-TV hired Mr. Ebert to do its reviews several times a week.

In late July, WLS-TV shook up its whole weather staff. This seems to have been triggered by an expansion of the afternoon news.

In the July report, the No. 1 and No. 2 positions were unchanged, with the CBS affiliate holding onto first with its 10 p.m. newscast and ABC coming in second with "Eyewitness News." "Newscenter 5," from WMAQ-TV, dropped off a few points to tie for third place with WBBM-TV's "Channel 2 News" at 6 p.m. Both these shows were Nielsen rated at 10. #

Nielsen news ratings and share comparisons, June vs. May

MONTHLY LEADERS BY RATINGS AND SHARES

New York Ratings—May

Rank	Program	Station	Time (P.M.)	Rating
1.	Eyewitness News	WABC-TV	11-11:30	13
2.	Channel 2 News	WCBS-TV	11-11:30	10
3.	Eyewitness News	WABC-TV	6-7	9
3.	Newscenter 4	WNBC-TB	11-11:30	9
5.	Channel 2 News	WCBS-TV	6-7	8

New York Ratings—June

Rank	Program	Station	Time (P.M.)	Rating
1.	Channel 2 News	WCBS-TV	11-11:30	12
2.	Eyewitness News	WABC-TV	11-11:30	10
2.	Newscenter 4	WCBS-TV	11-11:30	10
4.	Eyewitness News	WABC-TV	6-7	9
5.	Channel 2 News	WCBS-TV	6-7	8

New York Shares—May

Rank	Program	Station	Time (P.M.)	Share
1.	Eyewitness News	WABC-TV	11-11:30	26
2.	Eyewitness News	WABC-TV	6-7	21
3.	Channel 2 News	WCBS-TV	11-11:30	20
4.	Newscenter 4	WNBC-TV	11-11:30	18
4.	Channel 2 News	WCBS-TV	6-7	18
4.	Newscenter 4	WNBC-TV	5-6	18

New York Shares—June

Rank	Program	Station	Time (P.M.)	Share
1.	Channel 2 News	WCBS-TV	11-11:30	24
2.	Eyewitness News	WABC-TV	11-11:30	21
2.	Eyewitness News	WABC-TV	6-7	21
4.	Newscenter 4	WNBC-TV	11-11:30	20
5.	Channel 2 News	WCBS-TV	6-7	19

Los Angeles Ratings—May

Rank	Program	Station	Time (P.M.)	Rating
1.	Eyewitness News	KABC-TV	11-11:30	10
1.	Eyewitness News	KABC-TV	6-7	10
3.	Channel 2 Newsroom	KNXT	5-6	9
3.	Newscenter 4	KNBC	11-11:30	9
3.	Eyewitness News	KABC-TV	5-6	9
3.	Newscenter 4	KNBC	6-7	9

Los Angeles Ratings—June

Rank	Program	Station	Time (P.M.)	Rating
1.	Channel 2 Newsroom	KNXT	4:30-5	9
1.	Eyewitness News	KABC-TV	11-11:30	9
1.	Newscenter 4	KNBC	6-7	9
1.	Eyewitness News	KABC-TV	6-7	9
5.	Newscenter 4	KNBC	11-11:30	8
5.	Channel 2 Newsroom	KNXT	11-11:30	8
5.	Newscenter 4	KNBC	5-6	8
5.	Channel 2 Newsroom	KNXT	5-6	8

Los Angeles Shares—May

Rank	Program	Station	Time (P.M.)	Share
1.	Eyewitness News	KABC-TV	11-11:30	27
2.	Channel 2 Newsroom	KNXT	4:30-5	25
3.	Newscenter 4	KNBC	11-11:30	23
4.	Eyewitness News	KABC-TV	6-7	20
4.	Eyewitness News	KABC-TV	5-6	20
4.	Newscenter 4	KNBC	5-6	20

Los Angeles Shares—June

Rank	Program	Station	Time (P.M.)	Share
1.	Channel 2 Newsroom	KNXT	4:30-5	28
2.	Eyewitness News	KABC-TV	11-11:30	26
3.	Newscenter 4	KNBC	11-11:30	22
3.	Channel 2 Newsroom	KNXT	11-11:30	22
5.	Newscenter 4	KNBC	5-6	21

Chicago Ratings—May

Rank	Program	Station	Time (P.M.)	Rating
1.	10 o'clock News	WBBM-TV	10-10:30	19
2.	Eyewitness News Update	WLS-TV	10-10:30	17
3.	Newscenter 5	WMAQ-TV	10-10:30	13
4.	Channel 2 News	WBBM-TV	5-5:30	12
5.	Channel 2 News	WBBM-TV	6-7	11

Chicago Ratings—June

Rank	Program	Station	Time (P.M.)	Rating
1.	10 o'clock News	WBBM-TV	10-10:30	20
2.	Eyewitness News Update	WLS-TV	10-10:30	16
3.	Newscenter 5	WMAQ-TV	10-10:30	13
4.	Channel 2 News	WBBM-TV	5-5:30	11
5.	Channel 2 News	WBBM-TV	6-7	10

Chicago Shares—May

Rank	Program	Station	Time (P.M.)	Share
1.	10 o'clock News	WBBM-TV	10-10:30	30
2.	Channel 2 News	WBBM-TV	5-5:30	28
3.	Eyewitness News Update	WLS	10-10:30	27
4.	Channel 2 News	WBBM-TV	6-7	23
4.	Newscenter 5	WMAQ-TV	4-5:30	23

Chicago Shares—June

Rank	Program	Station	Time (P.M.)	Share
1.	10 o'clock News	WBBM-TV	10-10:30	32
2.	Channel 2 News	WBBM-TV	5-5:30	26
3.	Eyewitness News Update	WLS-TV	10-10:30	25
4.	Newscenter 5	WMAQ-TV	4:30-5:30	22
5.	Channel 2 News	WBBM-TV	6-7	21

This Advertising Age analysis is based on Nielsen metered measurements for weekday, Monday through Friday, newscasts for four weeks ending June 27 and four weeks ending May 28. May averages came from the monthly sweeps report. June figures came from the four-week averages printed in the Nielsen report for June 21-27. These tables were prepared by a free lance researcher with many years experience in television. In each city the leading programs were ranked by share and rating for May and June.

Advertising pages in August consumer publications

Current and Aug. '79 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Women's				
†§Bride's Magazine	—	—	1,158.4	987.2
§Cosmopolitan	174.9	187.5	1,531.5	1,523.6
Essence	80.0	78.0	622.0	553.0
§Family Circle	144.7	168.1	1,015.1	1,141.2
▲Family Health	—	—	181.4	191.6
§Good Housekeeping	119.4	127.3	1,213.6	1,209.3
Ladies' Home Journal	78.0	75.9	788.4	809.5
Lady's Circle	8.0	7.7	69.9	70.9
McCall's	76.9	91.0	766.1	843.9
○McCall's Working Mother	81.7	61.0	357.8	156.9
†Modern Bride	—	—	959.0	946.8
Ms.	36.5	34.3	332.0	311.0
○New Woman	36.3	44.6	147.9	173.5
§Parents Magazine	64.6	55.2	461.1	391.3
Playgirl	41.5	39.3	405.8	323.8
Redbook	111.7	102.2	857.5	957.3
Self	59.3	36.7	453.8	312.6
Seventeen	256.2	247.3	944.3	966.3
Soap Opera Digest	15.0	10.6	89.0	81.5
Talk	—	—	111.1	86.3
'Teen Magazine	44.0	49.5	356.4	337.7
§True Story	48.5	63.9	388.3	446.0
§Woman's Day	87.9	90.7	947.4	963.2
The Workbasket	36.9	25.9	212.3	187.4
Working Woman	30.5	22.2	319.1	204.3
Total Group	1,632.5	1,614.9	14,689.1	14,176.1
General				
▲A.D. Magazine	—	—	105.0	83.9
After Dark	22.0	—	209.5	—
Air Progress	18.5	21.4	171.5	192.6
American Forests	12.6	14.1	113.0	110.1
§American Legion	20.5	18.9	208.5	204.0
Apartment Life	46.4	45.5	389.4	390.8
§▲Architectural Digest	—	—	766.5	621.3
§The Atlantic	23.8	32.5	250.5	252.5
○Audubon Magazine	—	—	122.9	129.2
Blueboy	24.7	31.7	233.6	204.0
§Bon Appetit	37.3	41.2	497.7	419.7
Book Digest	13.0	24.0	220.8	314.3
Christian Herald	—	—	272.0	284.9
Christian Life	17.9	22.4	205.5	229.1
*Christianity Today	27.5	22.4	410.9	388.3
Complete Men's Group	19.0	22.0	193.5	188.9
Country Journal	36.7	46.7	359.4	336.5
Creative Computing	80.5	57.4	639.9	433.8
▲Cuisine Magazine	—	—	250.4	206.6
Ebony	88.9	90.5	701.9	700.4
Elks Magazine	—	—	160.1	190.9
§Esquire	37.2	24.5	303.3	232.5
Flying	44.0	49.5	450.9	420.4
○Games	—	—	92.9	67.4
§Gentlemen's Quarterly	83.8	72.0	723.8	511.7
Golf Digest	50.5	58.0	563.2	659.2
§Golf Magazine	35.2	40.0	566.8	583.4
Gourmet	31.2	37.4	410.8	402.1
§Harper's Magazine	19.7	29.8	251.0	262.5
○Hi-Fi/Stereo Buyer's Guide	19.7	26.2	88.2	107.0
*High Fidelity	35.0	43.5	435.2	521.1
Income Opportunities	40.6	37.0	349.6	328.7
Kiwanis Magazine	18.9	23.5	128.2	132.8
Let's Live	88.6	97.7	732.2	735.5
Life	32.5	40.5	413.8	356.1
Lion Magazine	5.7	26.0	34.7	136.8
Modern Photography	120.8	116.5	889.3	857.2
§Money	49.2	54.9	566.8	510.7
Moneysworth	16.3	15.7	146.0	168.4
Moody Monthly	—	—	321.7	354.2
○Moose Magazine	—	—	128.0	122.0
○Mother Earth News	64.0	43.3	246.7	173.1
○Museum	—	—	55.3	—
National Geographic	27.9	18.9	244.0	243.5
National Jewish Monthly	45.6	21.8	210.2	186.9
A. Natural History	23.5	52.3	311.3	311.6
○Next	—	—	76.0	—
§Omni	37.5	33.6	368.4	237.3
§Oui Magazine	17.7	10.5	181.5	127.6
D. Panorama	20.1	—	134.5	—
§Penthouse Magazine	62.1	50.7	553.6	537.5
Petersen's Photographic	40.0	45.4	345.6	392.1
Playbill	36.0	30.0	333.0	305.7
§Playboy	110.9	94.7	901.1	878.0
Popular Photography	137.0	148.6	1,127.0	1,270.2
Prevention	87.2	98.2	695.8	843.6
Prime Time	17.5	—	139.5	—
Psychology Today	33.2	47.8	445.2	466.9
▲Quest '80	—	—	187.0	148.8
§Reader's Digest	76.1	67.5	720.3	825.0
Rotarian	16.7	15.7	179.5	163.3
††Saturday Evening Post	—	—	222.4	239.3
○Science '80	20.7	—	106.0	—
Scientific American	77.2	99.1	657.6	617.0
Signature	30.1	29.7	340.8	319.6
Smithsonian	45.4	52.0	581.8	494.7
Stereo Review	47.3	62.8	525.6	585.4
Success Unlimited	19.8	14.5	174.0	112.9
Tennis Magazine	70.7	52.7	539.5	518.7
Town & Country	71.2	64.5	687.2	560.5
Travel/Holiday	35.0	32.6	380.8	381.7
Travel & Leisure	45.1	38.6	628.7	590.3
V.F.W. Magazine	14.1	15.1	203.9	189.3
Weight Watchers	20.5	17.6	164.1	156.8
World Tennis	40.9	36.3	406.6	345.1
Writer's Digest	19.5	16.6	163.6	150.4
Yankee Magazine	80.3	85.0	677.5	730.0
Total Group	2,711.0	2,679.5	27,994.5	26,454.3
Fashion & service				
Glamour	161.2	191.1	1,215.9	1,296.9
Harper's Bazaar	52.1	54.1	533.2	457.1
Mademoiselle	151.8	165.8	953.3	959.2
Vogue	147.5	153.0	1,253.5	1,223.1
"W"	75.2	90.2	431.1	416.7
Total Group	587.8	654.2	4,387.0	4,353.0
Arts & antiques				
American Artist	39.0	40.3	408.1	423.0
Antiques	96.7	106.7	1,113.5	1,019.0
Antiques World	—	—	308.7	347.7
○Art & Antiques	—	—	218.4	183.5
Art in America	—	—	570.8	344.6
▲Artnews	—	—	690.0	610.9
Total Group	135.7	147.0	3,309.5	2,928.8
Home				
§Better Homes & Gardens	89.8	99.5	988.8	1,039.1
○Colonial Homes	—	—	171.4	113.5
▲Decorating Showcase	20.0	19.0	162.9	100.8
▲Family Handyman	—	—	370.5	335.7
Flower & Garden	25.7	19.6	222.0	235.2
The Hometown Magazines: Dallas-Fort Worth Home/Garden	33.2	41.0	363.1	279.5
Houston Home/Garden	92.3	101.4	836.4	833.3
Horticulture	23.7	24.5	228.7	255.2
House Beautiful	73.1	66.8	722.1	704.8
House & Garden	93.5	82.7	911.4	846.9
†Homeowners How-To	—	—	96.9	93.3
Hudson Home Magazine	31.2	28.8	338.7	374.5
Indianapolis at Home	40.6	52.5	411.6	516.0
Living:				
○Dallas	—	—	480.2	481.1
○Houston	—	—	396.4	483.0
○Denver	—	—	368.7	396.5
‡Austin	—	—	100.3	99.4
‡San Antonio	—	—	102.4	75.2
○Phoenix	32.3	36.5	145.4	133.5
○Tampa	19.7	21.2	113.3	33.8
††New Shelter	—	—	170.5	—
▲1001 Decorating Ideas	—	—	199.9	144.7
Organic Gardening	71.4	66.9	635.7	626.4
San Diego Home/Garden	59.2	—	425.8	—
Southern Living	75.4	76.0	949.9	1,011.3
§Sunset Magazine	94.5	97.2	1,028.9	1,074.0
▲Texas Homes	—	—	470.3	329.1
○Workbench	—	—	239.4	232.1
Total Group	875.6	833.7	11,649.6	10,781.9
In-flight				
#Aboard Group	—	—	1,192.0	876.0
Air California	70.3	69.0	466.1	472.8
American Way	56.3	64.5	529.5	473.0
Clipper	52.2	—	369.1	—
East/West Network:				
Eastern Review	54.5	79.4	593.5	650.2
Continental Extra	49.2	65.9	534.7	554.9
Hughes Airwest Sundancer	58.3	76.4	594.5	638.6
Ozark Flightime	35.8	60.4	422.0	483.0
PSA Magazine	82.3	103.6	842.5	883.7
Texas International/The Texas Flyer	41.7	66.8	457.1	486.0
United Mainliner	64.8	97.9	731.0	704.1
Halsey Publications:				
Braniff's Flying Colors	27.3	32.0	291.0	257.0
Delta Sky	28.0	36.0	328.0	370.0
○Pace	64.0	48.0	240.0	168.0
Scene	35.3	22.0	248.1	44.3
Southwest Airlines	66.8	51.8	511.1	392.7
○Spirit of Aloha	—	—	107.6	71.5
USAir	40.0	—	318.7	—
Webb Publications:				
○Frontier	—	—	168.4	149.7
Passages	24.3	25.8	221.5	208.5
TWA Ambassador	42.1	70.6	412.0	411.3
Total Group	593.0	969.9	9,582.4	8,275.3
Metropolitan				
○Aloha	17.6	9.0	81.3	30.0
Atlanta	74.0	55.0	595.7	559.7
Baltimore	67.2	97.7	569.5	632.6
Birmingham	23.0	39.8	198.8	244.6
Boston	95.5	86.3	842.0	729.3
Broward Life	44.2	41.2	387.6	375.9
Brown's Guide to Georgia	55.7	48.4	379.1	348.0
Central Florida Scene	—	—	111.5	117.9
○Charlotte	39.3	26.4	193.6	164.6
Chicago	100.4	101.7	1,062.6	1,066.4
▲Chicago's North Shore	—	—	315.9	166.9
Cincinnati	47.3	51.1	491.7	421.3
Cleveland	58.3	62.3	556.9	637.3
Columbus Monthly	60.0	69.1	652.7	656.7
Connecticut	72.3	50.0	537.7	570.0
D/Magazine, Dallas/-Fort Worth	106.3	98.1	837.1	801.6
Delaware Today	17.8	28.9	249.3	251.7
Denver	36.6	24.8	260.9	220.6
Denver Monthly	24.5	26.3	190.7	195.6
Monthly Detroit	30.7	39.5	386.4	300.1
Exclusively Yours Wisconsin	51.7	59.7	536.3	612.5
Gold Coast of Florida/-Indian River Life	84.4	79.9	903.8	843.4
Grand Rapids	38.8	28.3	276.5	194.1
Honolulu	90.2	98.0	581.0	610.7
Houston City	47.3	36.7	293.8	300.0
Indianapolis	31.5	24.5	304.7	227.4
Kansas City	31.7	29.3	263.5	260.6
Lansing	35.0	—	260.6	152.0
Los Angeles	213.5	241.0	1,477.8	1,576.5
Madison	52.0	30.0	308.4	212.6
Mesa	39.8	32.0	388.2	—
Metro, the Mag. of S.E. Virginia	43.5	37.0	335.3	277.5
Miami	53.0	38.9	474.0	386.3
Milwaukee	32.5	23.0	255.5	111.0
Mpls./St. Paul	62.0	60.6	533.3	388.2
Monterey Life	38.6	—	277.8	—
Nashville!	42.8	54.0	404.9	421.1
New Jersey Monthly	63.3	54.6	546.1	487.2
New Mexico	38.8	26.0	220.2	153.4
New Orleans	37.0	44.9	359.4	391.6
Ohio	22.3	30.0	184.0	278.0
Omaha	23.3	29.5	202.6	187.1
Palm Beach Life	22.8	22.7	437.2	349.3
Palm Springs Life	47.0	43.3	901.2	799.5
Philadelphia	146.3	133.0	1,029.1	1,074.3
Phoenix	124.5	124.3	815.3	722.6
Pittsburgh	—	—	308.6	356.0
Pittsburgher	28.6	26.6	300.2	219.6
Sacramento	38.0	28.2	224.1	276.8
St. Louis	55.5	84.0	627.5	748.0
San Diego	142.8	154.8	1,119.6	1,212.7
San Francisco	60.6	72.5	495.7	434.2
San Francisco Focus	30.7	20.0	264.9	174.0
††Sarasota Town & Country	24.0	37.0	217.0	166.0
▼Shenandoah Valley	28.3	—	136.9	—
Spokane	38.5	43.7	291.8	293.7
Tampa Bay Life	61.8	40.8	480.8	353.2
Texas Monthly	102.4	83.7	876.6	791.7
Twin Cities	42.9	27.0	286.8	152.6
Washington Dossier	58.0	36.5	359.0	326.2
The Washingtonian	116.0	75.0	886.5	926.9
Westchester	48.5	48.0	370.4	341.0
Westchester Illustrated	45.1	37.0	343.3	293.3
Wichitan	43.5	62.1	354.0	430.8
Total Group	3,487.7	3,233.7	29,405.2	27,024.4
Movie-romance-radio-tv				
○Complete Women's Group	24.3	22.0	96.6	106.7
Ideal Women's Group:				
Daytime Stars	27.5	27.8	199.7	233.6
Intimate Story	32.2	29.7	228.1	235.5
Personal Romances	32.2	29.7	228.2	235.5
KMR Women's Group:				
Real Romances	8.5	10.2	66.0	109.6
Real Story	8.5	10.2	66.0	109.6
○Teen Beg	—	10.2	32.6	62.3
Macfadden's Women's Group:				
Modern Romances	30.0	41.0	231.2	291.4
Secrets	30.0	41.0	231.2	290.3
True Confessions	30.6	41.4	237.1	290.1
True Experience	30.0	41.0	231.2	289.4
True Love	30.0	41.0	231.2	290.4
True Romance	30.0	41.0	231.2	289.4
Sterling Women's Group:				
Daytime TV	31.2	30.0	249.0	255.9
Modern Love	30.5	29.6	120.9	241.2
Modern Screen	32.2	32.0	257.0	257.9
○Movie Mirror	—	—	127.7	128.7
Photo Screen	32.2	32.0	98.7	129.2
Real Confessions	—	29.6	152.3	241.2
Soap Opera Stars	12.0	—	24.0	—
TV Movie Screen	—	—	127.7	129.8
TV Picture Life	32.2	32.0	129.3	129.2
Total Group	472.1	571.4	3,570.9	4,348.3
Youth				
Boys' Life	13.6	14.1	171.0	168.3
Campus Life	49.6	38.5	271.9	231.7
††Scholastic Magazines	—	—	154.9	194.9
Total Group	63.2	52.6	597.8	594.9
Mechanics & science				
○Elementary Electronics	26.9	30.7	100.9	135.6
§Mechanix Illustrated	54.9	59.4	618.9	670.3
Popular Electronics	60.9	47.7	489.8	434.1
Popular Mechanics	74.2	88.1	900.0	924.2
§Popular Science	64.1	60.8	703.6	687.6
Total Group	281.0	286.7	2,793.2	2,851.8
Boating & yachting				
Boating	63.0	72.8	937.5	915.7
Chesapeake Bay	27.3	26.9	237.3	224.7
Cruising World	87.7	89.9	881.2	831.5
Lakeland Boating	33.2	—	238.4	—
Motor Boating & Sailing	82.8	79.6	1,011.8	1,026.1
Pacific Skipper	21.4	19.9	286.2	19.9
§Sail	121.3	96.9	1,061.3	1,083.0
§Sea	69.8	69.0	772.6	731.3
Trailer Boats	15.8	16.2	218.7	217.5
Yachting	136.0	142.8	1,386.9	1,500.7
Total Group	658.3	614.0	7,031.9	6,550.4
Automotive & recreational vehicles				
Car & Driver	64.5	61.5	636.7	590.2
Car Collector & Car Classics	23.6	23.2	184.7	213.4
Car Craft	52.2	61.9	434.6	533.7
Choppers	—	—	82.0	103.7
○Custom Bike	18.0	14.5	84.9	179.0
○Custom Rider	—	—	88.0	—
Cycle	50.8	58.1	775.3	838.4

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 8 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Includes 6 magazines published quarterly. B.Preprinted inserts included. C. 11 issues '80 vs. 15 issues '79. D. Began publishing Feb. 1980.

(Continued on Page 50)

Advertising pages in August consumer publications

(Continued from Page 49)

	Pages Aug. 1980	Aug. 1979	Jan.-Aug. 1980	Jan.-Aug. 1979
Cycle Guide	30.6	23.4	377.4	458.0
Cycle World	44.7	42.0	660.0	686.7
Dirt Bike	16.0	15.0	207.7	198.2
Dune Buggies & Hot Vw's	40.1	31.8	316.5	260.5
Family Motor Coaching	45.0	62.8	482.6	675.1
4 Wheel & Offroad	28.7	32.1	232.1	240.6
Four Wheeler	26.8	47.0	259.7	354.2
Hot Rod	51.8	51.4	450.3	467.9
Motocross Action	28.7	26.7	254.4	209.3
Motorcyclist	21.4	23.6	358.9	384.5
Motor Trend	29.9	35.1	360.0	366.8
††Motorhome Life	41.0	60.6	344.2	483.2
Pickup, Van & 4 WD	32.1	46.3	344.5	459.2
Road & Track	86.4	82.0	803.6	712.3
Touring Bike	—	—	72.9	85.8
Trailer Life	73.8	110.0	720.8	1,049.3
Woodall's Trailer & RV Travel Magazine	24.0	50.8	306.9	633.8
Total Group	830.1	959.8	8,838.7	10,183.8

Outdoor & sport

Alaska	39.0	38.9	335.0	345.4
○The American Handgunner	—	—	141.0	100.2
American Hunter	14.0	12.5	126.1	58.6
American Rifleman	33.8	33.8	221.4	237.8
○Archery World	52.0	55.0	182.0	178.0
○Backpacker	38.1	—	188.2	—
§Bass Master	—	—	317.3	298.5
††Bicycling	51.5	35.5	399.9	318.2
▼Camping Journal	14.2	28.3	167.9	222.9
Field & Stream	67.9	70.4	681.0	710.6
Fins and Feathers	16.3	18.9	255.8	237.0
○Fishing World	—	—	143.1	149.5
Florida Sportsman	44.8	42.8	512.7	518.0
‡‡Fly Fisherman	—	—	309.1	291.0
Fur-Fish-Game	22.4	24.0	183.0	186.9
Guns	49.7	27.5	271.1	213.7
Guns & Ammo	47.2	53.4	360.6	369.7
Horseman	36.2	35.7	275.9	259.8
Inside Sports	18.8	—	129.3	—
Outdoor Life	67.0	61.4	585.7	664.7
Petersen's Hunting	35.4	39.7	185.1	211.8
The Runner	29.8	26.1	242.8	251.2
Runner's World	34.2	54.7	324.2	457.7
Salt Water Sportsman	40.2	36.3	447.6	487.5
Shooting Times	38.8	40.8	276.9	310.9
SkateBoarder	23.4	33.0	148.9	318.6
‡‡§Ski	—	—	195.2	171.4
‡‡Skiing	—	—	210.9	177.0
Skin Diver	43.3	50.2	445.0	501.8
Soccer Corner	13.5	—	85.0	11.5
‡‡Southern Outdoors	—	—	177.3	174.6
§Sport	37.9	52.4	339.6	329.0
Sports Afield	75.1	77.7	711.9	639.7
▼Spray	44.8	54.0	329.7	288.6
Swim Swim	—	—	36.7	16.2
Western Outdoors	21.7	24.2	234.4	282.0
Total Group	1,051.0	1,029.2	10,177.3	9,990.0

Comics

○Archie Comic Group	10.0	10.0	40.0	40.0
DC Comics	10.0	12.0	89.8	93.5
Harvey Comics Group	8.0	8.0	64.0	64.0
Marvel Comics Group	13.0	13.0	100.5	99.5
Total Group	41.0	43.0	294.3	297.0

Newspaper magazines I

§Family Weekly	86.9	65.0	645.4	663.1
Parade	70.3	67.4	533.2	598.5
Total Group	157.2	132.4	1,178.6	1,261.6

Canadian national weekend magazines

B. Perspectives	29.6	21.1	291.6	256.1
§Today	23.5	19.0	297.9	275.6
Total Group	53.1	40.1	589.5	531.7

Canadian

L'Actualite	21.7	23.8	316.2	317.5
Chatelaine:				
§English Edition	55.4	44.6	588.9	542.5
French Edition	45.8	36.0	507.4	458.3
§Financial Post Magazine	—	—	252.3	239.4
▲§Flare	51.1	39.8	379.3	326.1
▲§Homemaker's Magazine:				
English Edition	—	—	537.5	470.6
French Edition	—	—	384.8	378.0
**§Macleans	42.9	42.4	561.2	559.4
▼§Quest Magazine	—	—	182.3	163.7
§Reader's Digest:				
Canada-English	52.8	38.9	624.2	629.8
Canada-French	37.0	31.9	535.2	557.2
Total	89.8	70.8	1,159.4	1,187.0
▲Saturday Night	—	—	170.7	201.2
▲Toronto Life	60.6	57.0	720.3	651.7
Total Group	456.5	385.2	6,919.07	6,682.4

July pages

Business

	Pages July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Atlanta Business Chronicle	15.0	17.0	191.3	97.7
Barron's	150.3	150.4	1,307.7	1,106.7
Black Enterprise	22.2	12.0	338.9	329.0
Business Rev. of Wash.	55.4	36.0	358.0	236.8
§Business Week	338.9	375.3	2,866.1	2,755.4
California Business	61.2	30.2	365.4	191.6
Corporate Report	78.9	60.9	522.5	425.2
Crain's Chicago Business	63.0	42.8	404.3	254.6
Dun's Review	59.5	51.8	592.1	533.2
☆Financial World	58.9	57.7	539.1	519.4
Florida Trend	67.5	70.7	419.3	414.9
▶Forbes	131.7	156.8	1,454.8	1,425.4
▶Fortune	134.0	217.2	1,387.3	1,297.9
Houston Business Journal	127.5	127.9	871.2	849.6
§INC. Magazine	56.6	43.1	439.5	193.5
▶§Industry Week	133.0	124.4	1,055.0	1,159.5
§Nation's Business	28.1	33.7	279.6	308.4
*New England Business	25.5	30.0	331.6	306.7
▶Northern Ohio Business Journal	25.3	15.9	233.0	160.7
Outlook	39.2	41.4	253.6	262.4
Texas Business	61.7	58.7	278.7	297.3
Total Group	1,733.4	1,753.0	14,489.0	13,125.9

Newspaper magazines II

Boston Globe	82.2	93.2	915.7	905.8
Chicago Tribune	56.9	106.7	743.2	922.8
*Cleveland Plain Dealer	70.2	136.8	931.5	1,088.5
Detroit News	147.8	142.6	1,007.4	1,120.6
§Los Angeles Times Home Magazine	97.2	147.9	829.0	980.2
New York News	68.8	115.0	745.4	833.1
New York Times Magazine	120.9	195.7	2,117.1	2,109.0
Philadelphia Inquirer	44.0	79.9	524.6	623.6
Washington Post Magazine	64.5	84.4	836.5	736.4
Washington Star, Home/Life Magazine	40.8	75.0	409.7	440.1
Total Group	793.3	1,177.2	9,060.1	9,760.1

Weeklies, bi-weeklies, semi-monthlies

§Army Times Military Group:				
Air Force Times	137.7	163.3	1,065.3	1,078.4
Army Times	136.7	162.3	1061.6	1055.5
Navy Times	151.0	197.5	1,160.8	1,158.3
The Times Magazine	7.5	5.8	138.9	155.9
The Blood Horse	465.8	423.3	2,560.1	2,333.1
Circus	12.5	26.0	110.8	193.5
Commonweal	2.7	2.6	79.2	46.9
Golf World	60.9	49.2	490.3	436.3
§Grit	17.6	37.0	235.3	277.7
National Review	14.0	18.0	105.0	131.0
New West	64.7	73.4	703.6	717.2
New York Magazine	117.5	97.9	1,128.3	1,126.0
New Yorker	191.4	168.1	2,074.8	1,965.6
§Newsweek	169.5	246.9	1,740.7	1,875.8
People	200.3	248.8	1,901.4	1,909.1
Rolling Stone	65.8	88.2	544.7	635.1
▶§Saturday Review	27.5	36.0	295.7	364.0
Sporting News	50.4	54.8	349.7	406.3
§Sports Illustrated	144.6	195.9	1,485.4	1,471.1
§Time	154.4	209.9	1,569.6	1,696.7
§TV Guide	183.2	190.5	2,053.7	2,038.5
▶Us Magazine	41.2	48.7	303.5	358.1
§U.S. News & World Report	99.3	143.7	1,112.0	1,087.5
Total Group	2,516.2	2,677.8	22,270.4	22,517.6

Foreign

§Buenhogar:				
Ecuador	18.2	6.3	57.8	55.3
Chile	3.0	—	21.5	4.7
Mexico	85.8	62.2	389.8	385.0
Puerto Rico	29.2	21.2	164.5	130.2
Venezuela	49.6	36.7	260.0	259.8
Colombia	68.0	55.2	341.5	341.3
Peru	40.2	22.0	125.5	87.5
Central America	11.8	15.8	55.5	94.0
U.S.	11.8	11.2	56.2	62.8
Dominican Republic	19.0	20.8	102.8	176.0
Coqueta:				
Mexico	15.0	2.0	48.5	—
Puerto Rico	6.0	2.0	19.5	—
Venezuela	14.0	4.0	42.5	—
Columbia	6.0	—	29.0	—
Peru	3.0	—	14.0	—
Central America	—	—	0.5	—
Total	44.0	10.0	154.0	—
Fascinacion:				
Mexico	10.8	11.7	53.7	57.3
Puerto Rico	2.0	1.0	10.7	9.3
Venezuela	5.5	12.0	36.7	70.3
Colombia	11.0	7.0	51.8	28.8
Central America	—	—	—	—
Geomundo:				
Chile	3.0	3.0	37.0	20.0
Mexico	10.0	12.0	94.7	56.7
Ecuador	2.0	8.0	33.0	35.0
Puerto Rico	2.0	9.0	39.5	55.0
Venezuela	10.0	17.5	78.5	77.8
Colombia	7.0	19.0	76.5	89.3
Peru	12.0	7.0	54.0	32.0
Central America	4.0	8.0	39.0	37.3
Hombre De Mundo:				
Dominican Republic	4.0	—	33.0	—
Mexico	16.7	19.0	129.8	107.0
Chile	3.0	2.2	33.7	15.2
Puerto Rico	10.0	15.0	79.2	117.5
Ecuador	6.0	6.2	31.7	24.7
Venezuela	16.5	19.7	100.5	80.7
Colombia	9.0	20.7	62.0	96.3
Peru	5.0	5.2	29.0	8.2
Central America	5.0	8.2	41.8	35.7
Ideas Para Su Hogar:				
Dominican Republic	1.7	—	10.8	—
Mexico	16.5	8.0	81.5	43.2
Chile	1.0	—	6.0	—
Puerto Rico	2.8	1.8	17.2	16.8
Ecuador	.7	—	1.3	2.0
Venezuela	10.3	13.5	97.7	77.3
Colombia	19.8	24.2	125.5	92.8
Peru	11.7	1.5	47.8	6.5
Central America	0.7	0.5	2.7	3.5
Intimidades:				
Mexico	6.3	4.5	28.5	38.0
Puerto Rico	7.0	7.0	28.0	18.0
Venezuela	12.0	11.0	67.0	67.0
Columbia	3.0	—	24.0	3.0
Central America	1.0	—	11.0	3.0
Mecanica Popular:				
Caribbean	44.8	35.8	253.7	212.7
Mexico	26.8	18.0	176.0	108.2
Argentina	9.3	3.3	47.7	23.0
The Ring en Espanol:				
Mexico	3.0	2.7	17.8	10.5
Puerto Rico	2.0	3.5	18.0	19.7
Venezuela	2.0	2.5	9.5	28.2
Colombia	—	1.5	1.5	4.2
Central America	—	—	—	2.2
U.S.	4.0	4.5	21.0	21.7
Vanidades Continental:				
Dominican Republic	20.7	38.5	157.5	223.8
Mexico	97.8	111.2	701.2	710.5
Chile	11.7	3.7	74.8	28.8
Puerto Rico	31.2	50.8	312.2	324.5
Venezuela	65.7	71.5	442.8	372.8
Colombia	73.8	106.3	448.5	477.0
Peru	26.7	31.5	162.5	137.5
Central America	27.0	35.8	177.5	171.8
Ecuador	21.8	18.8	107.3	107.2
U.S.	34.8	28.8	199.5	209.0
Cosmopolitan Foreign Editions:				
Australia	47.2	41.6	399.9	339.7
Brazil	40.0	17.0	244.0	161.0
France	56.5	43.0	544.5	478.0
Great Britain	122.0	117.0	846.0	815.0
Greece	14.0	—	135.0	—
Italy	37.5	33.7	336.5	225.7
Japan	62.0	—	62.0	—
Cosmopolitan en Espanol:				
Central America	5.5	7.8	48.0	47.2
Colombia	19.3	30.0	146.3	154.7
Ecuador	1.5	2.5	18.3	14.5
Mexico	59.7	45.2	384.8	352.0
Peru	13.5	—	31.5	—
Puerto Rico	25.0	21.3	216.7	177.3
U.S. (Spanish Language)	14.0	15.2	89.2	109.2
Venezuela	22.0	31.8	180.0	182.7
International Communications:				
African Business	25.3	17.3	210.7	155.0
The Middle East	24.1	54.4	227.4	373.3
New African	—	—	187.3	229.2
Al-Iktissad Al-Arabi	11.9	12.3	95.3	120.1
International Herald Tribune	74.0	69.1	617.6	626.4
International Management:				
Africa	12.0	17.5	124.0	127.8
Europe	24.0	28.5	256.0	268.6
Latin America	15.7	21.5	121.0	147.0
Middle East	18.2	32.7	167.5	208.5
Pacific	10.0	15.5	109.0	119.8
§Newsweek International:				
Atlantic	42.5	46.8	535.9	629.2
Latin America	25.0	27.7	202.3	198.7
Pacific	56.8	59.9	492.6	511.1
††Progreso	43.3	24.0	125.7	121.2
§Reader's Digest:				
Arabic	—	15.0	65.5	101.0
*Asian	278.5	178.5	1,598.5	1,377.0
Australian	64.7	64.2	498.0	374.9
Belgian-Flemish	31.0	45.5	543.0	589.4
Belgian-French	28.5	44.5	494.5	566.3
British	52.0	52.7	476.3	546.8
*Chinese	116.5	108.5	836.0	712.5
Danish	15.0	17.8	283.3	256.6
Dutch	23.0	23.8	389.4	347.8
Finnish	22.0	24.8	339.3	405.1
French	42.0	34.8	484.0	502.6
German	56.2	70.6	514.6	546.1
Iberian	21.5	28.0	277.9	257.6
Indian	99.8	95.5	652.7	571.5
Italian	36.5	31.0	454.0	387.0
Japanese	52.2	67.3	363.0	379.3
Korean	19.0	14.5	131.0	105.5
Latin America:				
Argentine	36.5	59.0	235.5	331.0
Brazil	8.5	12.0	91.6	100.7
Central American	22.5	16.0	125.5	126.5
Chile	28.0	22.5	203.0	153.5
Colombia	54.0	56.5	259.5	314.0
Ecuador	12.0	17.5	85.5	101.5
Mexico	50.7	45.2	290.0	241.6
Peru	11.0	9.5	51.0	50.0
Puerto Rico	12.5	9.0	73.5	87.5
U.P.B.	19.0	30.5	149.5	215.5
U.S. Spanish	11.0	9.0	102.0	96.5
Venezuela	29.0	20.5	153.0	139.0
Portugal	38.0	37.0	272.9	281.3
New Zealand	75.2	41.2	468.6	299.8
Norwegian	24.3	29.8	281.0	307.4
South African	76.5	67.5	461.0	456.0
Swedish	25.5	14.5	165.5	211.2
Swiss-French	22.0	21.0	212.0	212.0
Swiss-German	30.0	24.0	291.0	302.0
Canada-English	45.7	51.9	370.2	589.2
Canada-French	34.0	39.7	494.2	522.4
Total	1,624.3	1,551.0	13,437.2	13,167.6
Time International:				
Time-Asia	86.2	78.4	594.0	588.5
Time-Atlantic	57.7	72.7	699.1	780.3
Time-Canada	54.9	82.6	735.8	795.2
Time-Latin America	64.9	54.5	437.3	435.2
Time-South Pacific	122.8	142.8	917.2	845.6
▶Viaso	97.8	62.7	646.0	555.7
▶§Vision/Latin America	58.2	22.4	306.0	223.8
Total Group	4,207.2	4,021.9	24,502.3	30,475.6